GOVERNMENT OF INDIA
AGRICULTURE AND FARMERS WELFARE
LOK SABHA

UNSTARRED QUESTION NO:6061
ANSWERED ON:11.04.2017
Retail Marketing of Neera
Mullappally Shri Ramachandran

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) the details of production of Neera, the sweet sap harvested from coconut, State-wise;

(b) whether various States are promoting retail marketing of Neera;

(c) if so, the details thereof; and

(d) the details of measures taken by the Government for promotion of Neera as a health drink?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

???? ??? ????? ?????? ???????? ??? ????? ?????? (SHRI PARSHOTTAM RUPALA)

(a) to (c): At present, the State of Kerala alone is doing production of Neera, the sweet sap from coconut palm, on commercial scale by modifying the existing State Excise Act. The present production of Neera in Kerala is approximately 7 Lakh 20 thousand liters per annum. Production and retail marketing of Neera in Kerala is being done through the 17 Coconut Producer Companies (CPCs) affiliated with CDB under strict supervision of Excise Department.

(d): Coconut Development Board is carrying out intensive product promotional campaigns through print, visual and electronic media and through participations in national and international exhibitions for promotion of Neera and value added products from Neera.

Financial support is extended for establishing Neera processing and packaging units under the scheme Technology Mission on Coconut.

****